

FROM THE I. B. S.

No. 1.

Tues. 7/24/45

July 24, 1945

First, I would like to say hello to all the station personnel in the Intercollegiate Broadcasting System. Before the end of this year, I will have visited most of your stations, and extended this greeting personally. IBS NY will try to work with all of you on the broadest practical levels.

There are about one thousand persons associated with the member college stations of the IBS. The strength and Unity of this group has been only dimly apparent during the early years of IBS. Now it can begin to be translated into a powerful and useful force.

Ideas for further development and general improvement of the things IBS does, need not be stillborn. Tell us about them; tell your station member on the IBS Board of Governors about them. Give us criticisms of policy of IBS, of IBS service, ideas on production, programs, exchanges, advertising, personnel, publicity, education, joint action, engineering developments, etc. Get it down on paper, and get it to us. And ask all the questions you want. Our job is to serve you. With complete cooperation from all the stations, IBS can successfully extend its services.

In the past, the colleges have had too little information as to what the larger organization was "up to." Steps were taken at the Convention to eliminate this gap between IBS NY and its member stations. By this Fall, we hope that new plans (described further on) will be functioning well enough to keep the right hand constantly aware of what the left is doing, and vice versa.

For those of you who were not there, let me summarize briefly the important results of the Convention, held in New York at the beginning of July. I will touch on the most important organizational matters only, for Sunny Brown will cover the entire proceedings in the next BULLETIN.

The problem I have just mentioned - the lack of coordination between IBS and the desires of its stations - gave rise to a number of important college ideas and plans for changes in the IBS set-up. Most of these called for a vitalization of the role played in IBS affairs by the Board of Governors, a key group under the IBS Constitution, (composed of one member from each station). IBS is well on its way now, and it should be up to all of you to help point the way.

The changes suggested by the various colleges were handed over to a five-school volunteer committee, empowered to recommend all Constitutional changes necessary to turn the IBS into a better functioning and more properly representative organization. This Committee, headed by Tom Wertenbaker of Princeton, will meet first in New York on July 28th, and will hold more meetings until the job is accomplished. Any suggestions you might wish to put forward affecting IBS structure should be forwarded to the committee, care of IBS NY. If you can't locate a copy of the existing Constitution, and By-Laws, let me know, and I will send them along.

PLEASE POST

The other problem settled by the Convention was the inevitable split between IBS and IBSR. I'm enclosing two diagrams which I try to make as clear as possible the relationship between these cryptic symbols. It's time this was done: For many years colleges have been uncomfortably blank about just what "went on" between the two organizations. Using the diagrams, it should not be hard to discern the old and new functions of the group.

This last Convention effectively dissolved the marriage of convenience between the two organizations, on the following assumptions: 1. The job of managing both IBS and IBSR was now too big for one person. 2. IBS was now able (financially and structurally) to stand on its own feet.

The official severance was marked by the creation of a new title, for the Executive Committee post of IBS "Business Manager," held during the past years by Louis Bloch. The post will now be known as IBS "General Manager," and the convention named me to the job. Lou will continue to head IBSR. With the heavy responsibilities of administering IBS out of his way, he can now concentrate his generous talents on the securing of more advertising. IBS will continue temporarily with no Sales Department, those duties being handled exclusively by Lou and IBSR. All station correspondence covering business and contractual matters should be addressed to IBSR, and not to IBS.

However, IBS station personnel can solicit national advertising for IBSR (If your uncle makes Pepsi-Cola, you can persuade him to contract for advertising directly with IBSR or through his advertising agency). Note that the solicitor is entitled to a percentage of the gross contract (which in the case of the RCA contract, for example, might have been about \$1,000.) Rate cards, IBS material on stations and coverage, sample presentations, etc., can be had from your Board of Governors Representative, through IBSR, in case you are thinking of becoming a time salesman.

Another new and highly important post was created on the Executive Committee. David Linton will be Program Manager, our first IBS "Field Representative." Dave, a graduate of Swarthmore, is that happy combination of program producer and technical engineer rolled into one. He already will have visited several colleges by the time you read this, working with the stations on their pressing program and engineering problems. If your station ever needs assistance of this sort, Dave will be readily available. Don't hesitate to request a visit. Dave will clear his operations through IBS NY.

Now, about the re-vitalizing of the IBS Board of Governors. The Constitutional Committee will soon put into finite words what I am saying here, but rather than wait for this action, I feel it would be better to go right ahead and organize the group along the intended lines. RIGHT NOW, every station should get together and elect its member to the Board of Governors. The position will be an increasingly responsible one. Whoever is given the post should become a member of the station's Board of Directors, and if personnel permits, should not be saddled with too many jobs. Naturally, IBS would like

to see someone elected who would have no duties other than being our contact with the Station, but this may prove impossible.

But whoever it is, get him (or her) elected immediately and the have him get in touch with us, for we have a lot of work waiting. If the person elected should resign or be forced to leave the post, a new Representative should be chosen immediately, and IBS NY told of the change. A suggestion of nominal IBS remuneration for the BG Representative was voted down at the Convention, but the group did approve payment of his College-Convention train fare, round trip.

As I said, the Constitutional Committee will have defined all the duties of the Representative by the end of the summer, so that the fall term will probably find the Board functioning smoothly and effectively.

Let me end before this newsletter becomes a book, but not forget to mention that IBS-IBSR will occupy new joint offices on August 1st, in the same building, 507 Fifth Avenue, but two stories higher, overlooking the Avenue (On a clear day you can see the Public Library.) Please consider yourself a guest of our continual office-warming party if you find yourself in New York during the summer. WE'd like to see you, and no doubt you'd like to see what we look like

And that's about all from IBS for now. Don't forget to send us your ideas and suggestions whenever they come up.

Linc Diamant